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[1962]

Plan to plant your next orchard

TRUE-TO-NAME Trees from Heberle



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U. S. Department of Agriculture

GOLDEN JUBILEE

HEBERLE NURSERY COMPANY

ROCHESTER 10, NEW YORK

APPLES

SUMMER VARIETIES

Early McIntosh Yellow Transparent
Red Astrachan

AUTUMN VARIETIES

Milton Wealthy

WINTER VARIETIES

Northern Spy	Solid McIntosh Red
Cortland	Double Red Delicious
Baldwin	Yellow Delicious
Stayman Winesap	Rome Beauty
Monroe	Gallia Beauty
Macoun	R. I. Greening
Ida Red	

CORTLAND

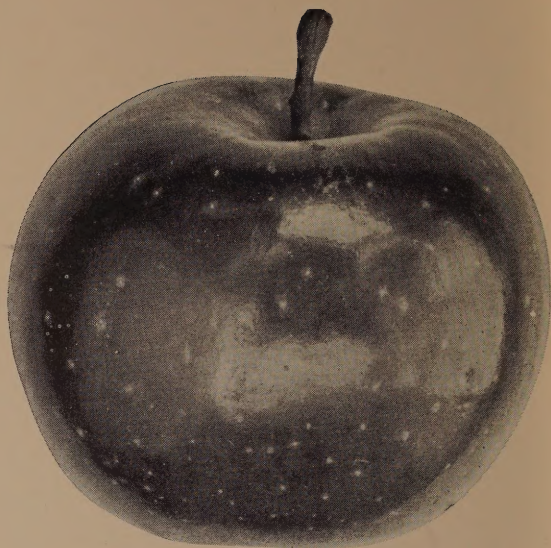
A good commercial apple, bright red color overlaid with purplish bloom, about 2 weeks later than McIntosh.

DOUBLE RED DELICIOUS

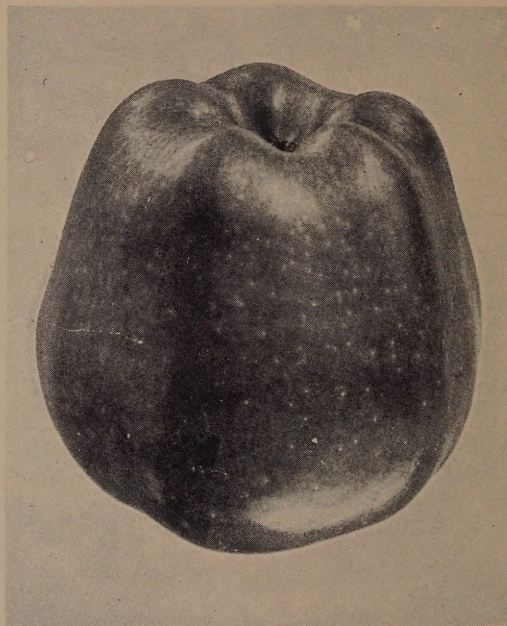
A large, dark red apple, excellent quality, good keeper, and good shipper.
(new) Triple Red Delicious

SOLID RED McINTOSH

Well-known as one of the leading commercial varieties in New York State and New England. (New Strain).

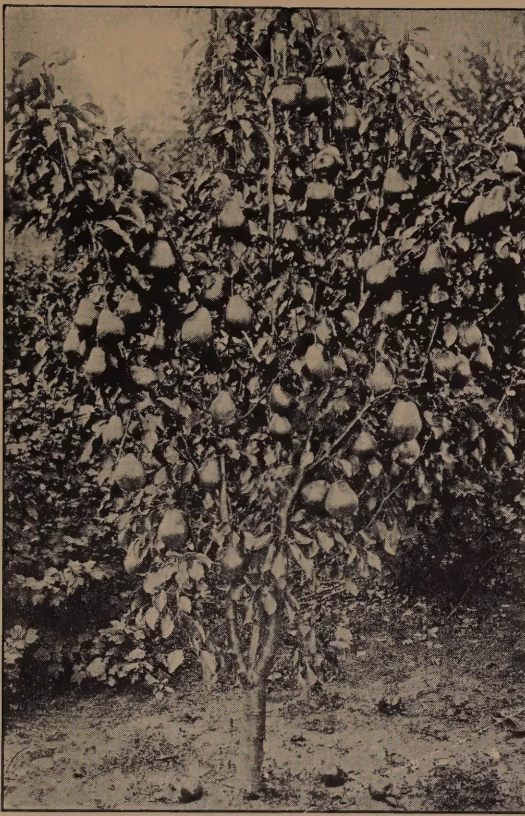


SOLID RED McINTOSH



DOUBLE RED DELICIOUS

WE HAVE ALL OTHER LEADING VARIETIES NOT MENTIONED



BARTLETT TREE



ORANGE QUINCE

PEARS

Bartlett

Clapp's Favorite

Seckel

Kieffer

Beurre Bosc

BARTLETT

Most popular pear for orchard planters and home use. Fruit large and yellow with a reddish blush on the sunny side.

BOSC-PEAR

Brownish yellow in color. Flesh is tender, buttery, very juicy, with a rich flavor and pleasing aroma. The tree is a slow grower, but most productive.



BEURRE BOSC PEARS

HEBERLE'S *Selection of Plums and Small Fruits*



FELLENBERG PRUNE

FELLENBERG PRUNE

Widely known and heavily planted by all growers. Ripens latter part of September.

Bradshaw. Large, dark violet red. September 5-10th.

Burbank. Very large, bright reddish purple. Aug. 25th to 30th.

Shiro. Golden Yellow. Aug. 8-15th.

Abundance. Very early, amber turning to rich bright cherry. Aug. 15-20th.

Santa Rosa. Reddish purple.

Sharp's Damson. Large.

PLUMS

STANLEY PRUNE

The Stanley is, perhaps, the most popular of all new varieties put together. Bears young and is very productive.

CURRENTS

RED LAKE CURRANT

The new giant red currant. The berries are large, dark red in color. It's a pleasure to pick them. Recommended by large growers for commercial planting.

WILDER CURRANT

Berries large, bright, attractive red. Hang on bushes well. Productive.



PERFECTION CURRANT

LATHAM RASPBERRIES



RASPBERRIES

Sodus. Purple.

Cumberland. Late black cap.

Latham. Red.

Newburgh. Bright red.

Taylor. Bright red.

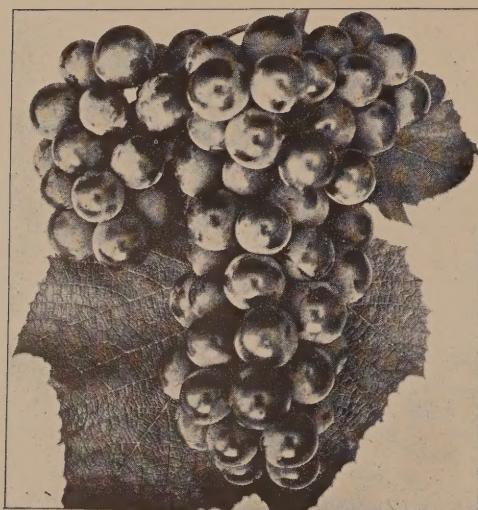
Indian Summer. Ever-bearing red.

BLACKBERRIES

Eldorado. Berries large, jet black.

Alfred. A good producer, ripens ahead of Eldorado.

CONCORD GRAPE



GRAPES

Concord. The leading commercial grape. Blue black in color. Hardy and very productive.

Niagara. Leading white, good quality.

Fredonia. Introduced by the N. Y. State Experimental Station.

Worden. Seedling of Concord, bluish black.

ASPARAGUS

Mary Washington. The outstanding variety.

SILVER MAPLE

See our price list for common shrubs and shade trees.



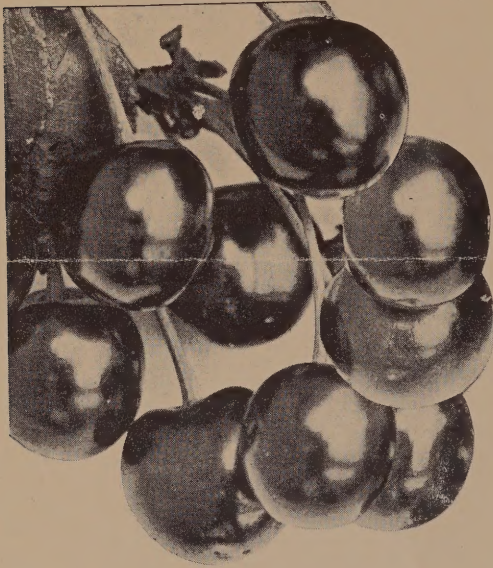
CHERRIES

SOUR CHERRIES English Morello

Montmorency—This variety is without question the best sour Cherry grown for commercial and home use, dark red, tender and juicy.



MONTMORENCY CHERRY



SCHMIDT'S—Large Black

SWEET CHERRIES

Bing—Black

Black Giant—Black

Emperor Francis—White

Hedelfingen—Black

Napoleon (White Oxheart)

Schmidt's Large black, delicious to eat, good shipper, ripens around July 10th.

Windsor. Dark, red, very productive, ripens in July.

HOW TO FIGURE NUMBER OF PLANTS NEEDED PER ACRE

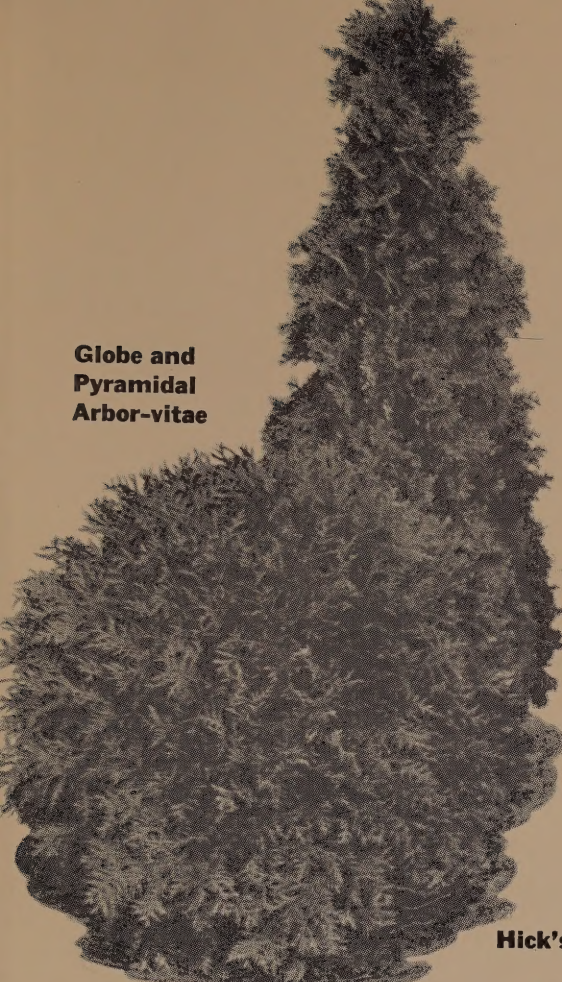
How to Figure Number of Plants Needed per Acre—Multiply the distance apart by the width of row. This result divided into 43,560 square feet per acre will give you the number of plants needed.



DWARF APPLE TREES

All Leading Varieties

Real space savers but produce full sized fruits.

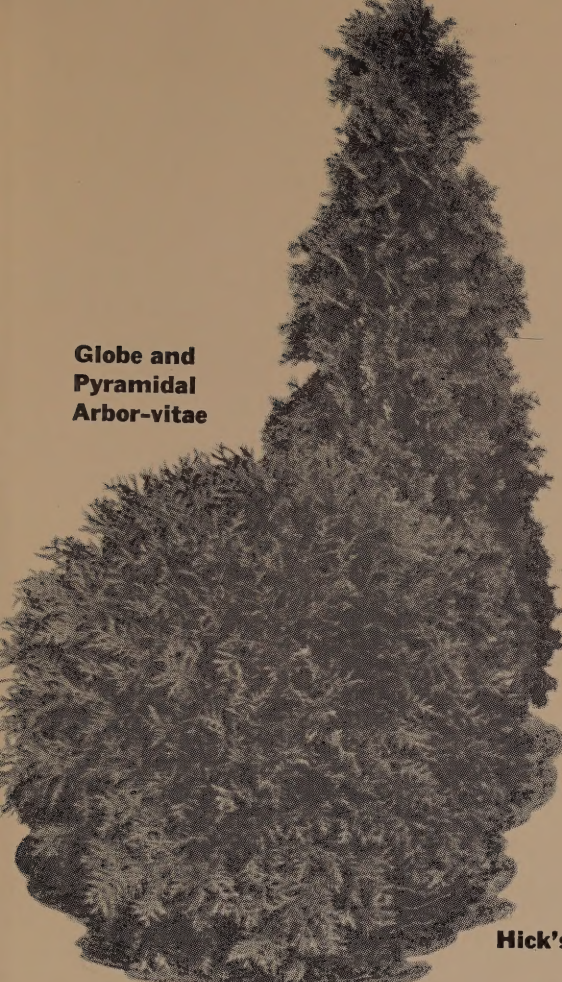
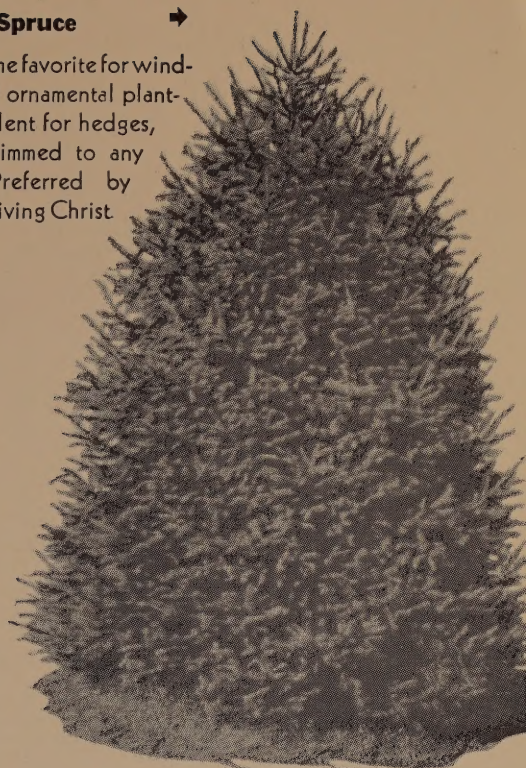


**Globe and
Pyramidal
Arbor-vitae**

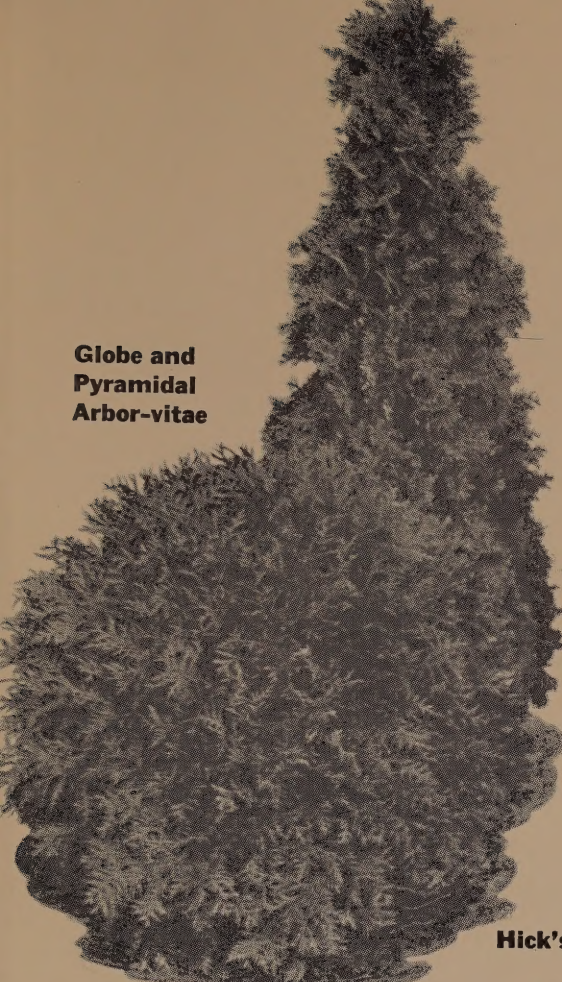


Norway Spruce →

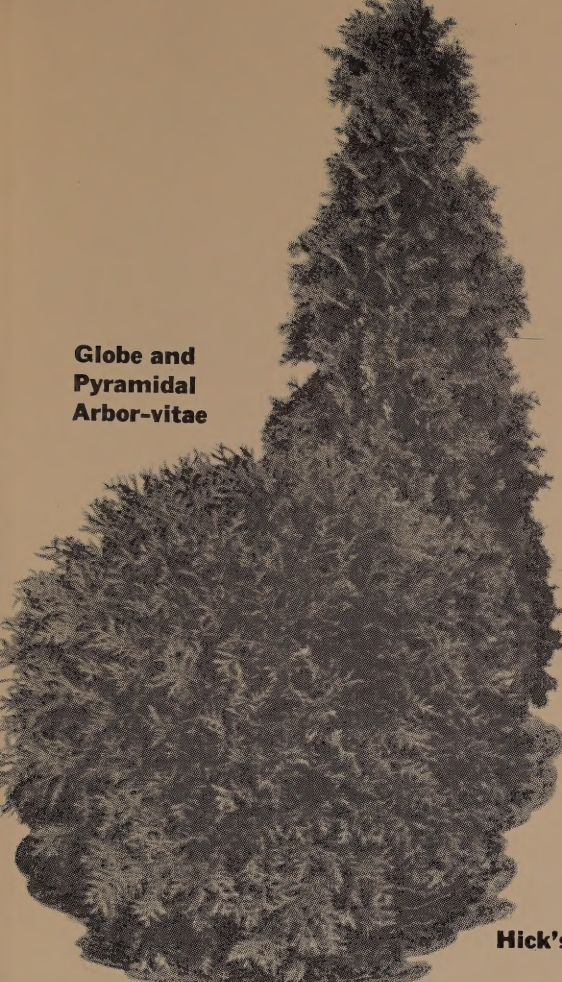
An old-time favorite for wind-break and ornamental planting. Excellent for hedges, can be trimmed to any height. Preferred by many as a living Christmas tree.



Hick's Yew ↓



←
**Taxus
Capitata**

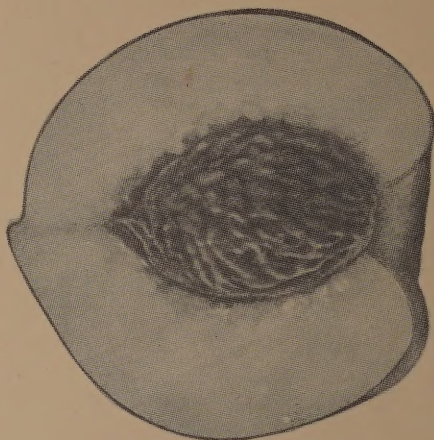
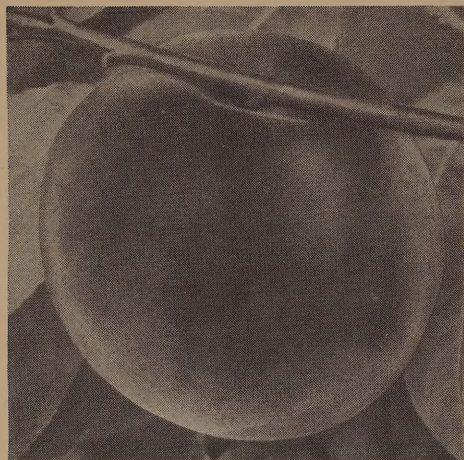


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**Taxus
Cuspidata**

NEW HEBERLE PEACH

Discovery of the late A. H. HEBERLE,
also founder of the ROCHESTER peach
and the A. H. HEBERLE NURSERIES.

ROCHESTER



HEBERLE

ROCHESTER

Yellow freestone and one of the finest grown. Combines the quality of Early Crawford with productiveness of Elberta, our choice of the finest canning peaches. Ripens mid-August.

HEBERLE

Large, yellow, freestone. Ripens after Hale Haven. Good canner and freezer.

GOLDEN JUBILEE

Comparatively new but widely planted. A real money maker. Large yellow. Ideal for roadside market. (Aug. 20-25th.) Excellent for freezing.

HALE HAVEN

Cross between J. H. Hale and South Haven. Its high color permits early picking. Good shipper. Excellent freezer.

GOOD COMMERCIAL VARIETIES

HEBERLE
ROCHESTER
ELBERTA
EARLY RED-FRE
JERSEY LAND
EARLY ELBERTA
EARLY EAST
GOLDEN JUBILEE

RIO OSA GEM
HALE HAVEN
SOUTH HAVEN
RED HAVEN
VALIANT
J. H. HALE
SUNHIGH
SUMMER CREST